IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

5   168. (PREVIOUSLY AMENDED) A system for displaying

programming to a user, the system comprising:

a printed book having at least one machine

recognizable feature;

a feature recognition unit having associated therewith

10   a means for recognizing said feature and a means

for transmitting a coded signal in response to

the recognition of said feature;

an intelligent controller having associated therewith

a means for accessing said programming material

15   in response to receiving said coded signal; and

a   display   unit   for   presenting   said   programming

material.

169. (CURRENTLY AMENDED) A system as defined in claim 168

20   wherein said at least one machine recognizable feature has

associated therewith a data link which is recognized by

said feature recognition unit.

170. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (ORIGINAL) A system as defined in claim 169 wherein
5   said data link comprises a video data link.

172. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises a programming data link.

10   173. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises a sound data link.

174. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an online data link.
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175. A system as defined in claim 169 wherein said data link comprises a online shopping data link.

176. (ORIGINAL) A system as defined in claim 169 wherein
20   said data link comprises a pictorial data link.

177. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. (ORIGINAL) A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. (ORIGINAL) A system as defined in claim 169 wherein
5   said data link comprises an "information superhighway" data link.

180. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises the
10   internet.

181. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.
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182. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.

20   183. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.

184. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

5   185. (PREVIOUSLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.

186. (ORIGINAL) A system as defined in claim 179 wherein
10   said "information superhighway" data link comprises a local area network.

187. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wide
15   area network.

188. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

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189. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

5   191. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. (ORIGINAL) A system as defined in claim 179 wherein

10   said "information superhighway" data link comprises a Wireless Application Protocol internet.

193. (ORIGINAL) A system as defined in claim 179 wherein said "information superhighway" data link comprises an

15   ethernet network.

194. (CURRENTLY AMENDED) A system as defined in claim 179 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

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195. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. (ORIGINAL) A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. (ORIGINAL) A system as defined in claim 168 wherein

5   said at least one machine recognizable feature comprises an invisible bar code.

198. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a

10   magnetic code.

199. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

20   201. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

5 203. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. (ORIGINAL) A system as defined in claim 168 wherein
10 said at least one machine recognizable feature comprises an icon.

205. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an
15 invisible icon.

206. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.
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207. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. (ORIGINAL) A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. (ORIGINAL) A system as defined in claim 168 wherein
5   said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a
10   binary code.

211. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

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212. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

20   213. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

214. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

5   215. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. (ORIGINAL) A system as defined in claim 168 wherein
10   said at least one machine recognizable feature comprises an online shopping service code.

217. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a
15   home shopping service code.

218. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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219. (ORIGINAL) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith fiction.

221. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith nonfiction.

222. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith prose.

223. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith poetry.

224. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith editorial commentary.

225. (ORIGINAL)A system as defined in claim 168 wherein said printed book has associated therewith information about the publisher.

226. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of commercial advertisements.

227. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of personal advertisements.

5   228. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of words.

229. (ORIGINAL) A system as defined in claim 168 wherein
10   said printed book has associated therewith the definition of a word.

230. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of
15   articles.

231. (ORIGINAL) A system as defined in claim 230 wherein said article comprises an encyclopedia article.

20   232. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith instructions for a process.

233. (ORIGINAL) A system as defined in claim 232 wherein said process comprises a recipe.

234. (ORIGINAL) A system as defined in claim 232 wherein
5   said process comprises directions.

235. (ORIGINAL) A system as defined in claim 232 wherein said process comprises obtaining reservations.

10   236. (ORIGINAL) A system as defined in claim 232 wherein said process comprises obtaining tickets.

237. (ORIGINAL) A system as defined in claim 232 wherein said process comprises ordering merchandise.

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238. (ORIGINAL) A system as defined in claim 232 wherein said process comprises paying for merchandise.

239. (ORIGINAL) A system as defined in claim 232 wherein
20   said process comprises accessing electronic media.

240. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of photographs.

241. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of drawings.

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242. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of alphanumeric characters.

10   243. (ORIGINAL) A system as defined in claim 168 wherein said printed book has associated therewith a plurality of symbols.

244. (ORIGINAL) A system as defined in claim 168 wherein
15   said programming material comprises information related to material in said printed book.

245. (ORIGINAL) A system as defined in claim 244 wherein said information comprises text associated with material
20   printed in said printed book.

246. (ORIGINAL) A system as defined in claim 244 wherein said information comprises photographs associated with material printed in said printed book.

247. (ORIGINAL) A system as defined in claim 244 wherein said information comprises drawings associated with material printed in said printed book.

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248. (ORIGINAL) A system as defined in claim 244 wherein said information comprises audio material associated with material printed in said printed book.

10   249. (ORIGINAL) A system as defined in claim 244 wherein said information comprises video material associated with material printed in said printed book.

250. (ORIGINAL) A system as defined in claim 244 wherein

15   said information comprises olfactory material associated with material printed in said printed book.

251. (ORIGINAL) A system as defined in claim 244 wherein said information comprises tactile material associated with

20   material printed in said printed book.

252. (ORIGINAL) A system as defined in claim 244 wherein said information comprises multimedia material associated with material printed in said printed book.

253. (ORIGINAL) A system as defined in claim 244 wherein said information comprises Library of Congress cataloging information associated with said printed book.

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254. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a service.

255. (CURRENTLY AMENDED) A system as defined in claim 254

10 wherein said service includes displaying promotional programming material on said display unit of a customer.

256. (ORIGINAL) A system as defined in claim 254 wherein said service includes conducting an interaction with a

15 customer via a telephone.

257. (ORIGINAL) A system as defined in claim 254 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

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258. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a Web page of a publisher.

259. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a Web page related to a publisher.

5   260. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a Web page of an advertiser.

261. (ORIGINAL) A system as defined in claim 168 wherein
10   said programming material comprises a Web page related to an advertiser.

262. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a communication link to
15   a tutor familiar with the material in said printed book.

263. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a communication link to an individual referenced in said printed book.

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264. (ORIGINAL) A system as defined in claim 168 wherein said programming material comprises a communication link to an organization referenced in said printed book

265. (ORIGINAL) A system as defined in claim 168 wherein said programming material may be periodically updated.

266. (ORIGINAL) A system as defined in claim 168 wherein
5 said display unit comprises a personal computer.

267. (ORIGINAL) A system as defined in claim 266 wherein said personal computer comprises a laptop computer.

10 268. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a television.

269. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a device containing a
15 microprocessor.

270. (ORIGINAL) A system as defined in claim 269 wherein said device containing a microprocessor is hand-held.

20 271. (ORIGINAL) A system as defined in claim 269 wherein said device containing a microprocessor is portable.

272. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

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273. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an internet appliance.

5   274. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

275. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a wireless communication

10   device.

276. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a simulated printed book.

15   277. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

278. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a web-based television.

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279. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises a pager.

280. (ORIGINAL) A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

281. (CURRENTLY AMENDED) A system as defined in claim 168
5 wherein said _feature_ recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

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282. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said _feature_ recognition unit is linked to a personal computer.

15 283. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said _feature_ recognition unit is linked to a wireless interface.

284. (ORIGINAL) A system as defined in claim 283 wherein
20 said wireless interface comprises a wireless network.

285. (ORIGINAL) A system as defined in claim 284 wherein said wireless network comprises a cellular network.

286. (ORIGINAL) A system as defined in claim 283 wherein said wireless interface comprises a cellular telephone.

287. (ORIGINAL) A system as defined in claim 283 wherein
5   said wireless interface comprises a pager.

288. (ORIGINAL) A system as defined in claim 283 wherein said wireless interface comprises a wireless personal computer.
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289. (ORIGINAL) A system as defined in claim 283 wherein said wireless interface comprises a personal digital assistant.

15   290. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to a personal digital assistant.

291. (CURRENTLY AMENDED) A system as defined in claim 281
20   wherein said feature recognition unit is linked to an Internet appliance.

292. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit is linked to a television set.

5   293. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion of a cellular telephone.

294. (CURRENTLY AMENDED) A system as defined in claim 281

10   wherein said feature recognition unit comprises a portion of a personal digital assistant.

295. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion

15   of a remote control unit.

296. (CURRENTLY AMENDED) A system as defined in claim 281 wherein said feature recognition unit comprises a portion of a handwriting implement.

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297. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed book;

5   scanning said machine recognizable feature of said printed book; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said

10   programming material is related to said printed book.

298. (ORIGINAL) The method of claim 297 wherein said communication link includes the Internet.

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299. (CURRENTLY AMENDED) The method of claim 297 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon,

20   invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

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300. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed book, comprising the steps of:

~~im~~printing a machine recognizable feature within said
5 printed book, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed book and downloading data indicative of
10 said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user
15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed book.

20 301. (ORIGINAL) The method of claim 300 wherein said programming material comprises multimedia.

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302. (CURRENTLY AMENDED) The method of claim 300 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.--

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